

*Ego Pharmaceuticals Pty Ltd.*

# Appendix 1

INNOVATORS IN SUNSCREEN TECHNOLOGY

**SUN  
SENSE™**

**TODDLER  
MILK**

GENTLE FORMULA  
40 MINUTES  
WATER RESISTANT

**SPF 30**  
BROAD  
SPECTRUM  
UV-A and UV-B  
Protection

ego

250mL  
AUST L 51553

**SUNSENSE TODDLER MILK**

SPF 30 is carefully formulated for the delicate skin of children. Blocks UV-A and UV-B rays and screens infra-red and visible light. It gives increased protection against the sun's harmful radiation yet contains lower levels of those substances which may irritate your child's sensitive skin. Tested after immersion in water so you can be assured of SPF 30 even after 40 minutes in the water. Regular and frequent use helps prevent sunburn and skin cancer. The incidence of skin cancer can be reduced by up to 78% by using an effective sunscreen in childhood. Protect all exposed areas with SUNSENSE TODDLER MILK. Manufactured to pharmaceutical standards. Complies with AS/NZS 2604:1997.

**DIRECTIONS:** Shake well. Apply liberally to clean, dry skin prior to sun exposure. Reapply at least every 2 hours and after swimming and towelling dry.

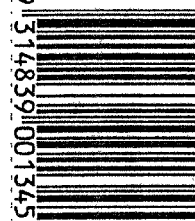
**CAUTION:** Avoid eyes. If irritation occurs, wash affected area and discontinue use. Store below 30°C

**ACTIVES** (% w/w): Microfine titanium dioxide 3.2%, octyl methoxycinnamate 3.5%, isomyl methoxycinnamate 3.5%, oxybenzone 1.5%

**PRESERVATIVES** (% w/w): Methyl hydroxybenzoate 0.1%, propyl hydroxybenzoate 0.1%, diazolidinylurea 0.2%

As with all SUNSENSE sunscreens **SUNSENSE TODDLER MILK** does not contain PABA, PABA derivatives or lanolin to reduce the risk of sensitivity reactions.

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Batch and expiry see base of bottle  
\*\*Ego' and 'SUNSENSE' are Trade  
Marks of Ego Pharmaceuticals  
Pty Ltd  
NZ Distributor, Douglas  
Pharmaceuticals Ltd., Auckland.  
Made in Australia by  
EGO PHARMACEUTICALS  
PTY LTD.  
21-31 Malcolm  
Road, Braeside,  
Victoria 3195



Australian  
Owned and Made

70023

**SUNSENSE TODDLER MILK** SPF 30 is carefully formulated for the delicate skin of children. Blocks UV-A and UV-B rays and screens infrared and visible light. Regular and frequent use helps prevent sunburn and skin cancer. Manufactured to pharmaceutical standards.

**DIRECTIONS:** Shake well. Apply liberally to clean, dry skin prior to sun exposure. Reapply at least every 2 hours and after swimming and towelling dry.

**CAUTION:** Avoid eyes. If irritation occurs, wash affected area and discontinue use. Store below 30°C.

**ACTIVES** (% w/w): Microfine titanium dioxide 3.2%, octyl methoxycinnamate 3.5%, isoamyl methoxycinnamate 3.5%, oxybenzone 1.5%

**PRESERVATIVES** (% w/w): Methyl hydroxybenzoate 0.1%, propyl hydroxybenzoate 0.1%, diazolidinylurea 0.2%

Batch and expiry see base of bottle  
'Ego' and 'SUNSENSE' are Trade Marks

Made in Australia by  
EGO PHARMACEUTICALS PTY LTD.  
Braeside, 3195

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**SUN  
SENSE**  
**TODDLER MILK**

**SUNSENSE TODDLER MILK** SPF 30 is carefully formulated for the delicate skin of children. Blocks UV-A and UV-B rays and screens infra-red and visible light. It gives increased protection against the sun's harmful radiation yet contains lower levels of those substances which may irritate your child's sensitive skin. Children's skin is very delicate and needs the best possible sun protection. Whenever possible keep children out of direct sunlight. Protect them with natural shade such as trees and umbrellas and encourage them to wear hats, shirts and other protective clothing. Protect all exposed areas with SUNSENSE TODDLER MILK. Manufactured to pharmaceutical standards. Complies with AS/NZS 2604:1997



**SUN  
SENSE**  
**TODDLER MILK**

**SUNSENSE TODDLER MILK** SPF 30 is tested after immersion in water so you can be assured of SPF 30 even after 40 minutes in the water. Regular and frequent use helps prevent sunburn and skin cancer. The incidence of skin cancer can be reduced by up to 78% by using an effective sunscreen in childhood. Just a single, blistering sunburn in childhood may double the risk of developing skin cancer later in life.

**DIRECTIONS:** Shake well. Apply liberally to clean, dry skin prior to sun exposure. Reapply at least every 2 hours and after swimming and towelling dry.

**CAUTION:** Avoid eyes. If irritation occurs, discontinue use. Store below 30°C



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**SUN  
SENSE**  
**TODDLER MILK**

**ACTIVES (% w/w)**

Microfine titanium dioxide 3.2%,  
octyl methoxycinnamate 3.5%,  
isoamyl methoxycinnamate 3.5%,  
oxybenzone 1.5%

**PRESERVATIVES (% w/w)**

Methyl hydroxybenzoate 0.1%,  
propyl hydroxybenzoate 0.1%,  
diazolidinylurea 0.2%

As with all **SUNSENSE** sunscreens **SUNSENSE TODDLER MILK** does not contain **PABA, PABA derivatives or lanolin** to reduce the risk of sensitivity reactions.

\* 'Ego' and 'SUNSENSE' are Trade Marks of Ego Pharmaceuticals Pty Ltd  
NZ Distributor: Douglas Pharmaceuticals Ltd, Auckland

Made in Australia by  
EGO PHARMACEUTICALS PTY LTD  
21-31 Malcolm Road, Braeside,  
Victoria 3195



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